



The Danish Meat Research Institute has a broad range of experience in sensory evaluations performed by trained assessors and in consumer surveys.

For many years, the sensory laboratory has conducted sensory evaluations under accredited conditions in accordance with standardised methods. The laboratory also develops "rapid methods" (non-accredited) that can be used, easily and quickly, by the food industry.

Consumer surveys are conducted in Denmark, Norway and Sweden. In recent years, we have conducted surveys for the food industry on "The Danes' preference for pork", "Young bull beef for the home market" and "Retail-packed beef in the Nordic countries".

The projects have in common the fact that a large body of knowledge has been acquired on consumer preferences for, and attitudes towards, different types of meat and on consumer habits.

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At the Danish Meat Research Institute, we analyse products and provide the companies with an objective assessment of the sensory quality of the products. A sensory analysis can be used to determine which attributes characterise the product and whether the customers are experiencing the intended effect.

In the sensory laboratory, we conduct our evaluations under controlled conditions. A trained panel of 8-9 assessors use their senses as an analytical instrument. We test a number of product types, including:

- Meat and meat products
- Ready meals and fast food
- Other food products
- Drinking water and beverages
- Non-food products



If a company has a new product that needs to achieve the right quality prior to sale, or if a company is having problems with customer satisfaction, then we can test or analyse the product using well-established methods, such as:

- **A difference test, which shows whether there is a difference between two products**

This analysis is a sensory evaluation performed by a trained panel. The triangle test, the duo-trio test, the paired comparison test and the ranking test are suitable test methods for product development or changes in production methods and can rapidly determine whether changes to a given recipe have affected the sensory quality of the product.

- **A profile analysis, which describes the product in words and figures**

Performed by a trained panel, this sensory evaluation provides a detailed description of a product's attributes (appearance, odour, flavour and texture) with particular emphasis on the attributes that are characteristic of the

product and their intensity. The method can be used to identify the difference between two or more products. Is used in product development, packing method tests, storage, cooking methods, process conditions and preparation of product data sheets.

- **A consumer survey, comprising a minimum of 50 consumers per target group, in the form of an inhome test, a hall test or a laboratory test**

The test persons in the survey are consumers who are selected from within relevant customer segments, depending on the product. The test is performed either at the home of the consumer (in-home) or, for example, in a supermarket (hall test). In the laboratory, the test is performed under strictly controlled conditions. The test is capable of identifying the consumers' product preferences and acceptance, though it does not give any indication of purchase intentions or market shares.

